Table 86: Use of Newspaper Food Pages and Weekly Supermarket Advertising

Question: *How often do you read the food section of the newspaper?*
Would you say always, sometimes, rarely or never?
How often do you look for weekly supermarket specials in the newspaper?
Would you say always, sometimes, rarely or never?
Do you usually do the major shopping in your household?
Base: *Out of everyone*

	Percent Read Food Section			Percent Use Supermarket Specials from the Newspaper			Percent Do Major Shopping
	Always/ Almost Always	Sometimes	Rarely/ Never	Always/ Almost Always	Sometimes	Rarely/ Never	
Total	**18**	**20**	**62**	**33**	**22**	**45**	**78**
Sex							
Males	11	19	71 ***	28	21	51 ***	67 ***
Females	24	22	54	38	23	39	88
Males							
18 - 24	3	15	82 ***	20	22	57 **	57 **
25 - 34	6	20	74	22	24	53	75
35 - 50	12	22	66	28	21	50	71
51 - 64	12	15	73	31	14	56	67
65+	24	18	58	43	21	36	57
Females							
18 - 24	8	24	68 ***	32	23	45 *	76 ***
25 - 34	12	26	63	34	25	41	92
35 - 50	22	21	57	37	22	41	91
51 - 64	33	15	52	36	18	46	87
65+	46	23	31	52	23	26	88
Ethnicity							
White	19	19	62 *	33	20	46	80 **
Hispanic	13	20	67	34	25	41	73
Black	18	21	61	36	20	44	72
Asian/ Pacific Islander	10	32	57	24	32	44	86
Education							
Less than high school	8	22	71 **	26	25	49 ***	74 **
High school graduate	19	21	60	40	24	37	77
Some college	17	19	64	38	18	44	75
College graduate	21	20	59	27	22	51	84
Income							
Less than $15,000	14	23	63	36	25	39 ***	82 *
$15,000 - 24,999	19	24	57	40	22	38	82
$25,000 - 34,999	20	18	62	45	19	36	80
$35,000 - 49,999	13	16	72	38	16	46	78
$50,000 +	19	18	63	22	22	56	74
Physically Active							
Did not meet recommendations	16	21	63	34	22	44	77
Met recommendations	20	19	62	32	22	46	79
Overweight Status							
Overweight/Obese	17	19	64	36	20	44	75 **
Not overweight	18	22	60	31	24	45	81

A box around a group of numbers signifies that differences observed within this group are statistically significant.
Chi square test:
 * p<.05
 ** p<.01
 *** p<.001